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Bruinsma Appoints Firm To Supervise Campaign

Theodore A. "Ted" Bruinsma, candidate for Congress in the 17th District, has appointed the public relations and development firm Carreiro Associates to handle his campaign. Consultant appointed to supervise the account is Phil T. Hanna. Ken Carreiro will handle professional fund raising activities and Tom Rennison will serve as creative director.

"A CREATIVE public relations firm was brought into the campaign so that we can sharpen our attack against the incumbent congressman and use all the media of communications to bring our strong points to the voter's attention," Bruinsma declared. "Phil Hanna has the background and experience in politics to guide us properly in

this growing crusade to unseat the incumbent," Bruinsma said.

"INTELLIGENT use of the communications media is essential if our campaign is to have the proper impact on the voters," Bruinsma said. "For this reason we will use publicity, direct mail, newspaper advertising, billboards, public

appearances, and door-to-door campaigning in this coordinated effort," he added.

Bruinsma urged voters within the district to "volunteer their services directly, or through the Republican Party and Citizens Committees organized throughout the district." Bruinsma's headquarters are at 420 S. Gaffey St., San Pedro. Telephone number is TErminAl 3-5010.

Sisterhood To Gather

Mrs. Irving Kooba, program chairman of Southwest Temple Beth Torah's Sisterhood, invites members and guests to hear Mrs. Benjamin Harwick, Pacific Southwest Branch President of National Women's League give a book review on "Tears and Laughter in an Israel Courtroom" on Tuesday, Feb. 20, at 8:30 p.m.

After a short business meeting, refreshments will be served by Mrs. Joseph Canter and her hospitality committee.

"Blessed are they who do not think they could run a paper better than the editor runs it. Yes, thrice blessed are they, because there are so few of them in the community."—G. W. Rubin, Buffalo Lake (Minn.) News.

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